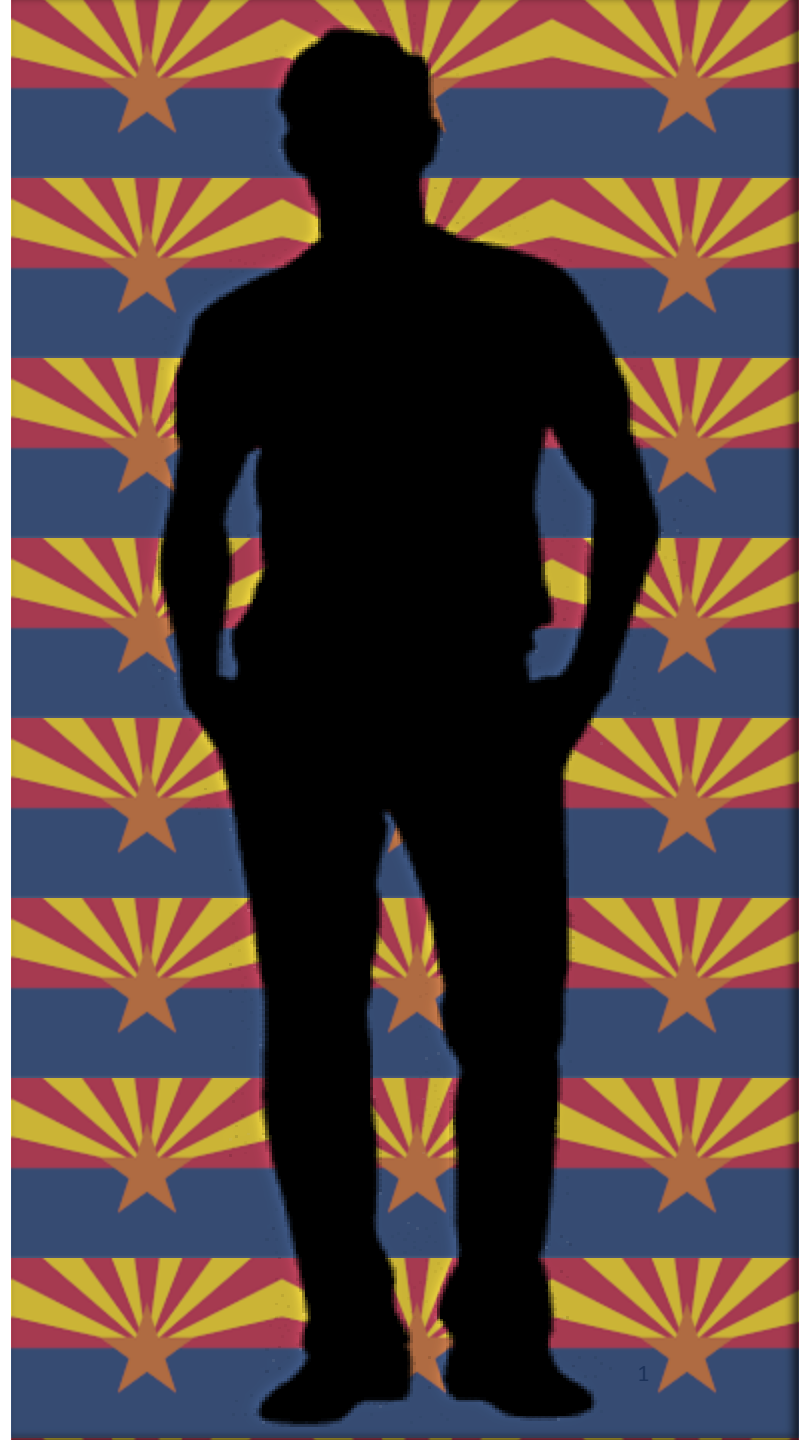


SEX BUYING

Are we making *any* progress?



Scope of Demand in USA

An infographic featuring a grey silhouette map of the United States. Numerous black human icons are scattered across the map, representing a population. A horizontal green band cuts across the middle of the map, containing the text '15 - 22 MILLION SEX BUYERS' in white, bold, sans-serif capital letters. The icons are more densely packed in the eastern half of the country and along the West Coast.

15 - 22 MILLION SEX BUYERS

Scope of Demand in AZ



**100,000 – 300,000
SEX BUYERS**

Source

Approximately 5%
(or 1 in 20) adult men search online ads –
source ASU Office of Sex Trafficking
Intervention Research
(Invisible Offenders Report)

CEASE Network 2015-2017

A collaboration of 12 pioneering cities committed to reducing sex-buying by 20%



- Atlanta
- Boston
- Chicago
- Dallas
- Denver
- Houston
- Los Angeles
- Oakland
- Phoenix
- Portland
- Seattle
- San Diego

CEASE Phoenix Metro = now CEASE Arizona

Joined:
October
2014

Aim: Reach
28,800 sex
buyers by
January 2017

Goals:

- Increase public awareness
- Increase perception of risk
- Educate policy makers
- Train law enforcement
- Innovate and test new tactics
- Activate community partnerships

What we have learned in the first 2 years

Most sex buying is brokered online or at illicit massage parlors

Technology is critical to reach buyers at mass scale

- High Frequency Buyer Focus

(5% of the buyers drive over 50% of the market)

Major Accomplishments



Major Accomplishment

Mandatory Booking



Major Accomplishment


Cyber Patrols: Over 5,000 talks and texts from law enforcement



Major Accomplishment

City of Phoenix
Employee Policy:

15,000 workers
reached

 City of Phoenix	
ADMINISTRATIVE REGULATION	<small>A/R NUMBER</small> NEW 2.35 (C)
<small>SUBJECT</small> SEXUAL EXPLOITATION AND SEXUAL ABUSE	<small>FUNCTION</small> Human Resources and Payroll Page 1 of 2
	<small>EFFECTIVE DATE</small> June 12, 2015
	<small>REVIEW DATE</small>
I. PURPOSE	
<p>A. The City of Phoenix is committed to being a national leader in efforts to address and combat human trafficking. To meet this goal, in June 2014 the City Council adopted and implemented the "Compass Plan" which is a roadmap to eradicate human trafficking. This policy is part of a larger effort to ensure the City is a national model for best practices in preventing and combating human trafficking.</p> <p>B. The City requires its employees to demonstrate the highest standards of ethics and personal integrity. Sexual exploitation and/or sexual abuse, including the act of sex buying which contributes to human trafficking, will not be tolerated. To that end, this Administrative Regulation (AR) has been developed to reinforce existing policies and rules regarding employee conduct, and, to support the City's overall commitment to ending human trafficking.</p> <p>C. Prostitution is illegal in Arizona and soliciting prostitutes creates a greater demand for, and a consequent increase in, the number of victims of human trafficking. This AR defines sexual exploitation and sexual abuse and provides examples of prohibited conduct.</p>	
II. DEFINITIONS	
<p>The following definitions have been developed for the purposes of this AR:</p> <p>A. "Sexual Exploitation" – means any actual or attempted abuse for sexual purposes of a person in a position of vulnerability, differential power, or trust. This definition includes commercial sex, which is the practice of buying or selling sexual acts.</p> <p>B. "Sexual Abuse" – means actual or threatened physical mistreatment of a sexual nature of another individual whether by force or under unequal or coercive conditions.</p>	
III. PROHIBITED CONDUCT	
<p>A. Employees are prohibited from using work time, resources, equipment (computers, cell phones, laptops, etc.) or City property/facilities to engage in sexual exploitation, sexual abuse, or the buying and selling of sexual services.</p>	

Major Accomplishment

Google AdWords

Over 400,000
impressions

3,000 clicks
per month



Major Accomplishment



Graphic Novel Text Campaign

Sent to 1,700 buyers in:

- Tucson
- Phoenix
- Scottsdale
- Glendale



Graphic Novel Text Campaign

Sent to over 10,000 buyer phone numbers from civilian and law enforcement collection – 1300 in Arizona

Over 1000 responses such as:

“Who is this?”

“Why are you texting me?”

“Stop texting me”

“Thank you.”

“What are you trying to tell me?”

“Point taken”

“I understand.”

“Fuck you.”

“Fuck off bitch”

“You guys need to stop sending me this stuff”

“Stop texting me, assholes.”

“Lose my number”

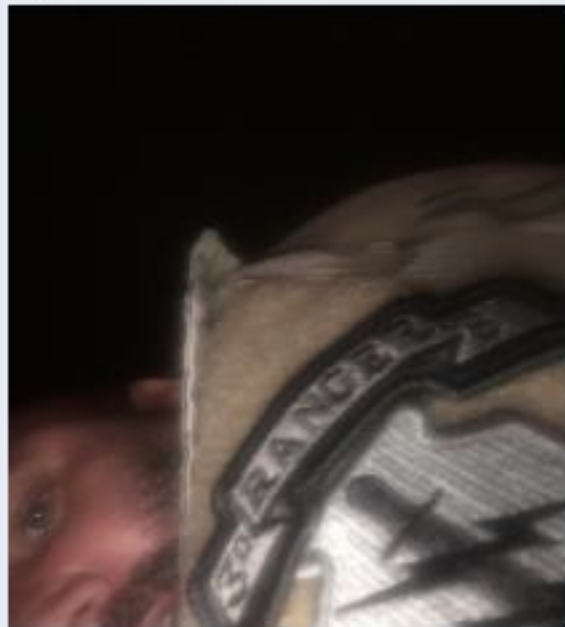
“Kiss my ass”

“Blow me”

“Can u spell harasment? (obviously he can’t)

“Dear NSA, Strike that from the record”

You got the wrong guy, and your opening up a can of worms you don't want to deal with... Test me.. Will track you down like a dog and erase you



Thank you for sharing this

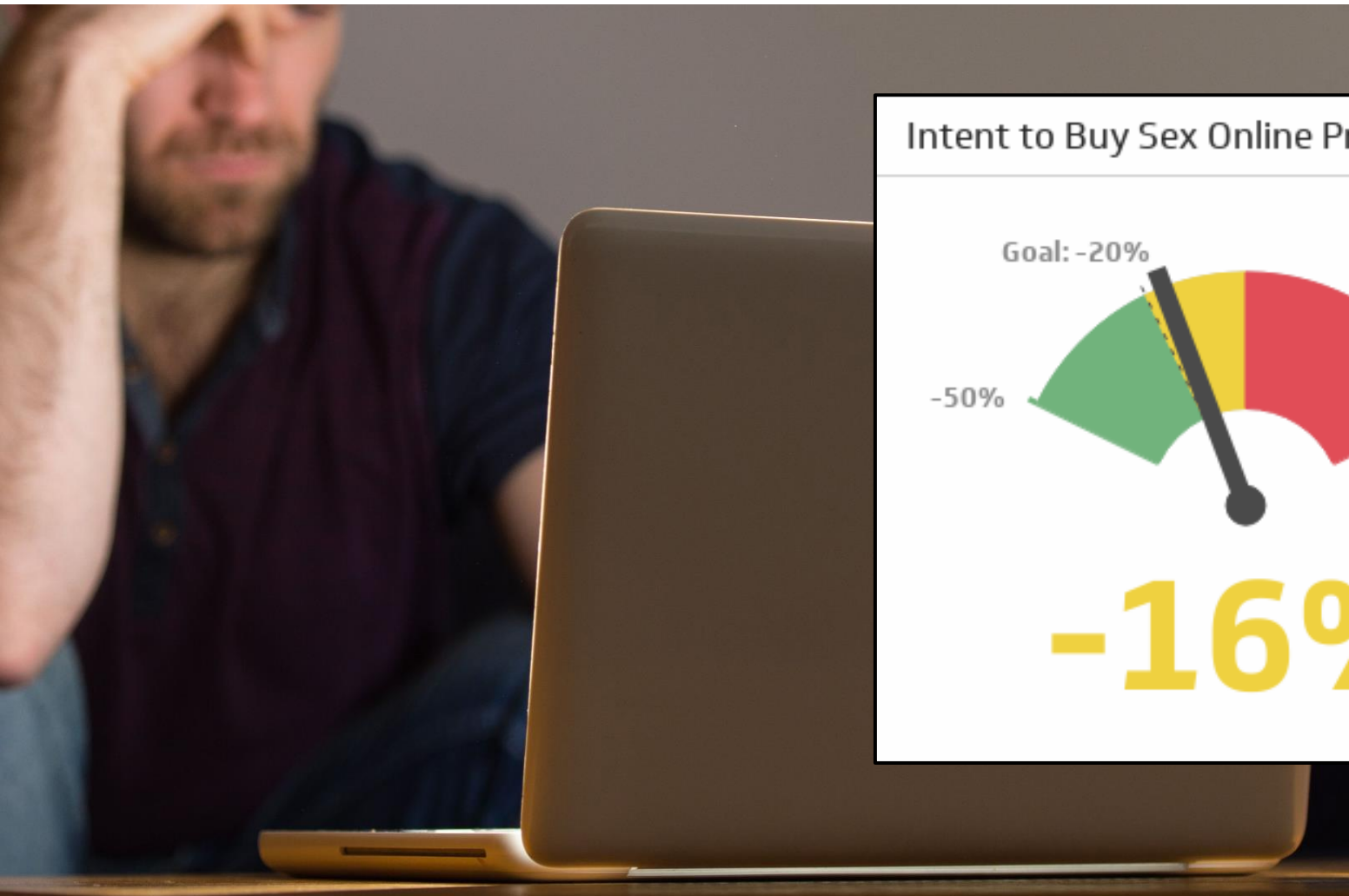
08/04/16 10:08 pm

Im not soleciting ass. And if i did im aware i made a mistake. Therefore im married to Abstinace so back up off me hoe

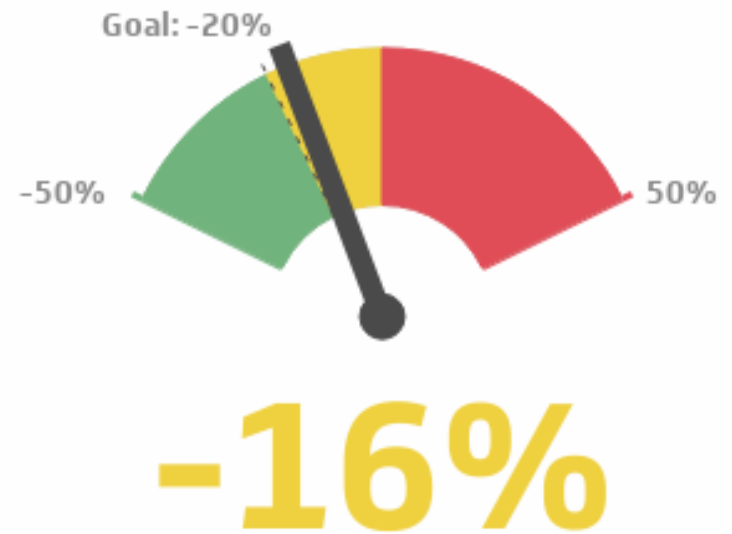
The Numbers

	2015	2016 to date
ARRESTS	214	90
CYBER PATROLS	3,488	1,055
WEBSITE CLICKS	10,467	14,609
TEXT CAMPAIGN	N/A	1,734
GOOGLE AD WORDS IMPRESSIONS	39,662	350,594
PUBLIC AWARENESS	3 million	1 million

ONLINE PURCHASE INTENT



Intent to Buy Sex Online Progress





Train: All law enforcement

Replicate: Ongoing operations using technology

Scale: Coordinated efforts and social media reach

Embed: Demand into sex trafficking interventions

2017 AND BEYOND

Change: Hearts and minds about prostitution

Questions?

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